

**VEOLIA ES SHROPSHIRE LTD  
APRIL 2017 – MARCH 2018  
SHROPSHIRE PFI WASTE CONTRACT  
CORPORATE RESPONSIBILITY REPORT**

# VEOLIA ES SHROPSHIRE LTD

## SHROPSHIRE PFI WASTE CONTRACT APRIL 2017 – MARCH 2018 CORPORATE RESPONSIBILITY REPORT

May 2018  
Veolia ES Shropshire Limited

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**Report for**  
Shropshire Council  
Shirehall  
Abbey Foregate  
Shrewsbury  
Shropshire  
SY2 6ND

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## Table of Contents

DIRECTOR'S STATEMENT.....	IV
1 CUSTOMER SERVICE .....	1
2 ENVIRONMENT AND SUSTAINABILITY .....	2
3 COMMUNITY ENGAGEMENT .....	3
4 THE FUTURE OF OUR WASTE .....	4

## APPENDICES

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## Director's Statement

Veolia ES Shropshire Ltd (Veolia) has completed its tenth full contract year of collection and management of waste in the Shropshire Council area between April 2017 and March 2018.

This is the eleventh Corporate Responsibility Report (CRR), which covers the period above. As part of the UK's leading waste management organisation, we have a commitment to delivering an environmentally sustainable solution to Shropshire Council and to engaging with stakeholders and the local community.

Veolia continues to work with Shropshire Council to develop and improve the Services provided to members of the public in Shropshire.

The key activities we have undertaken over the past contract year include:

- Introduction of the mixed paper and cardboard recycling collection service to all households in Shropshire in 2016/17 has had an immediate impact with dry recycling tonnages increasing by nearly 5,000 tonnes in comparison to before the service was introduced. This proves Shropshire residents have welcomed and embraced the new collection service, which Veolia and Shropshire Council are appreciative of.
- A Contract Recycling and Composting Rate of 53.84% was achieved, which is 1.44% above the 52.40% target set in the Contract and 0.67% above the Contract Recycling and Composting Rate achieved in 2016/17. This represents a major improvement in performance and is due in the most part to the full year impact of the roll out of the new kerbside dry recycling collection service. Overall an additional 2,218 tonnes of recycling and compost was achieved in excess of the Recycling and Composting Performance target and couldn't have been achieved without the efforts of the people of Shropshire.
- 2017/18 represented the third full year of operation of Battlefield Energy Recovery Facility (ERF). The facility performed significantly ahead of expectations with operational downtime limited to circa 5%. The facility exports electricity equivalent to that used by around 10,000 homes. Visits to Battlefield ERF are conducted every Wednesday during operations with all age groups observing first-hand the cutting edge technology used to produce energy from waste. During the year we hosted more than 350 visitors to the ERF which consisted of members of the public and community groups.
- Household Recycling Centres (HRCs) remained open as scheduled for 362 days of the year, despite adverse weather conditions experienced in December 2017 and March 2018. On occasion colleagues have even walked into work through the snow to ensure that the HRCs would remain open for the public
- Over 770 tonnes of hazardous waste has been recycled during 2017/18. This increases the recycling performance significantly by an additional 0.5%, however this tonnage is excluded from the Contract Recycling and Composting figures
- Maintaining internationally recognised environmental and health and safety accreditation for all sites. This formally recognises Veolia's commitment to both the environment and a safe working culture for its operatives and general public.

Looking forward, we aim to deliver increased recycling along with maximising diversion of waste from landfill, whilst continuing to provide an efficient collection, treatment and

disposal service. We will monitor and aim to further reduce the carbon footprint associated with delivery of the services whilst also taking a prominent role in raising awareness of waste management issues within the local communities we serve.

Steve Mitchell  
Director  
Veolia ES Shropshire Limited

# 1 CUSTOMER SERVICE

Veolia has been operating the Shropshire Council waste contract for more than ten and a half years with collection services provided across the entire Shropshire Council area. Veolia also manage five HRCs, which are located at modern Integrated Waste Management Facilities (IWMFs). These services are being delivered on a daily basis by more than 300 employees with in excess of 10 million kerbside collections completed every year.

Improvements and achievements over the last 12 months have included:

- Increasing the amount of dry waste recycled by more than 3,000 tonnes in comparison to the previous year
- Missed collections have reduced from 6,001 in 2009/10 to 2,272 in 2017/18. This represents a small proportion of the 10 million kerbside collections completed by Veolia each year
- Provision of over 300,000 assisted collections per year to those households that require assistance with their bin collection
- HRC facilities open 362 days of the year, with no unscheduled closures
- Provision of free compost bins to participating schools as part of a waste education support programme together with supplying bags of Veolia produced "Pro-grow" compost to schools to encourage children to grow plants and engage in nature activities
- Continued provision of staff training to maintain high levels of customer service.

## 2 ENVIRONMENT AND SUSTAINABILITY

Veolia intend to deliver waste management services across the Shropshire Council area in an environmentally sustainable way, whilst also supporting environmental projects both locally and through the Veolia Environmental Trust. Initiatives include:

- Reducing Greenhouse Gas Emissions. The contract Services now show a net reduction in greenhouse gas emissions of 21,390 carbon dioxide equivalent tonnes and have shown a carbon benefit for six consecutive years. A copy of the carbon footprint monitoring methodology developed by Veolia to measure Greenhouse Gas Emissions is included in Appendix A
- Continuing to upgrade to a new fleet of 'greener' waste and recycling vehicles. Vehicles powered by the most efficient Euro 6 engines have been purchased. Veolia will continue to closely monitor developments in engine and fuel technology in particular with regard to alternative fuels and hybrid vehicles
- Supporting environmental projects through the Veolia Environmental Trust. The Trust's 2017 Annual Report will be included on Veolia's website once published
- Constructing Project Facilities in a sustainable manner, which shall achieve a Building Research Establishment Environmental Assessment Method (BREEAM) good standard or equivalent as a minimum. The construction of Battlefield ERF achieved the good BREEAM standard
- During the year Veolia has continued to work with the Master Composter volunteers and have continued to fund and support their ongoing training needs
- Veolia attendance and support of Battlefield Conservation Management Group that helps projects relating to the 1403 Battle of Shrewsbury including conservation of the Battlefield site and surrounding area.



### 3 COMMUNITY ENGAGEMENT

Veolia is committed to engaging with and supporting local communities in tackling their own waste problems at a local level.

Engaging communities and creating partnerships with local organisations and groups has great benefit in developing a strong foundation for any local waste reduction, reuse and recycling activity.

Veolia and Shropshire Council are working in partnership to reduce household waste arisings and improve reuse and recycling with communities across the Contract Area by implementing various initiatives. Initiatives have included:

- Pass It On Campaign. This was the main recycling campaign of the year and saw Veolia staff going into schools to talk about recycling and encourage the children to take this message home and "pass it on" to the adults of the household. More than 2,000 school children have received the talk
- Make A Difference Awards. A grant scheme was established to mark the 10<sup>th</sup> anniversary of the Contract, as a means of helping to support community projects
- The collection crews continue to donate their Lost Time Incident Bonus awards to local charities
  - Encouraging waste minimisation initiatives such as publicising the Mail Preference Service to reduce junk mail
  - Veolia supported local community initiatives such as the Shrewsbury Flower Show, Shrewsbury Food Festival and Ludlow Food Festivals,
  - Our staff supported charities such as the Breast Cancer Campaign by raising money during Wear it Pink Day and by supporting the British Legion through the Poppy Appeal
- Our Treecycle campaign at Christmas resulted in £5,000 being donated to the Hope House Hospice
- Continuing to promote recycling and waste awareness on the Shropshire Waste social media channels to ensure continued engagement with these audiences.

## 4 THE FUTURE OF OUR WASTE

Veolia are committed to a range of key developments to improve the waste management infrastructure of Shropshire as part of the 31 year Integrated Waste Management Contract. Future projects include:

- Explore opportunities to provide electricity and heat directly to customers from Battlefield ERF
- Developing a new in-vessel composting facility to handle biodegradable waste including food waste
- Continue to explore opportunities to enhance the number of materials that can be recycled by the public of Shropshire
- Conduct a customer satisfaction survey to ascertain the views of the public in Shropshire about recycling, waste and the services provided by Veolia.
- Organise customer focus groups to look at specific aspects of recycling across Shropshire and means of delivering key messages, including better use of social media
- During 2018 we will continue to provide talks and visits to the Energy Recovery Facility.
- Further grow our Pass It On Campaign by increasing the number of school visits
- Continue to introduce new 'greener' waste and recycling collection vehicles.

Figure 1 on the next page summarises the waste management facilities and services currently operating in Shropshire along with the future developments outlined above.

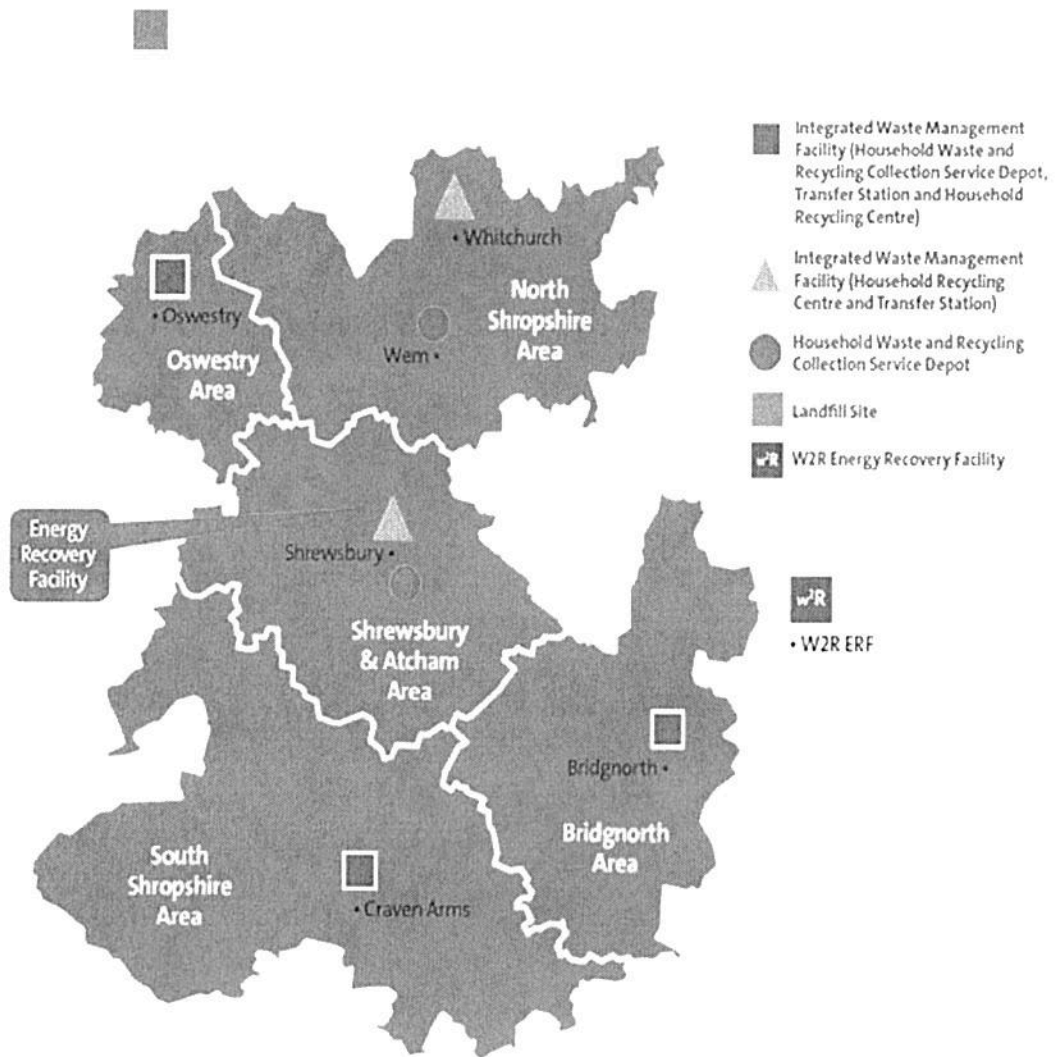


Figure 1 Shropshire Waste Management Facilities

